



COLORADO
TOURISM OFFICE

Care for Colorado Coalition
Quarterly Meeting - Sep 11, 2025
Breakout Room Discussion Highlights

The Role of Wildlife in Attracting Tourism

- What role does wildlife play in attracting visitors to your destination, and are there particular species or habitats that shape your community's tourism identity?
 - Wildlife is a big tourism draw for Colorado from mega to small fauna
 - Wildlife is what both visitors and residents want to see
 - One of the first questions on a Colorado tour is "What kind of wildlife do you have here? " or "What kind of wildlife will we see in this area?"
 - Hunting and fishing were also referenced as a wildlife attraction
 - Wildlife refuges
 - Viewing wildlife during rafting experiences
 - Organized wildlife tours
 - Specific wildlife species mentioned were Elk, Big Horn Sheep, Moose, Bears, Sand Hill Cranes, chipmunks, pika
 - Wildlife festivals such as Marmot Festival in Staunton State Park and the Sandhill Crane Festival in Alamosa

Challenges Facing Wildlife

- What are the biggest challenges or pressures wildlife face in your destination, and how do these impact both residents and visitors?
 - Collisions with vehicles on roads, interstates
 - Need more wildlife crossings
 - People on trails
 - Loss of habitat due to population growth
 - Dogs
 - Fire
 - Over reaction to fear when seeing a bear
 - Re-introduction of wolves - livestock
 - Overall - Visitors and residents lack of wildlife knowledge, especially how to maintain distance or how to react depending on the type of wildlife
 - Specific idea on how do we educate Air BNB guests
 - Small wildlife can be the most dangerous to humans, i.e. chipmunks
 - Visitors lack of hiring a professional guide for wildlife viewing
 - Fishing and rafting were mentioned as challenges to wildlife



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Examples of Conservation Initiatives

- Can you share an example of a successful initiative in your community (or elsewhere) that supported wildlife conservation while also benefiting tourism?
 - [Colorado is building the largest wildlife crossing in the world](#)
 - [Aspen Center for Environmental Studies](#)
 - [CCA Gunnison Sage Grouse Lop & Scatter](#)
 - [Grants from CPW](#)
 - [CO Wolf and Wildlife Center](#)
 - Friends groups
 - Ideas for initiatives included monitoring, river/pond restoration
 - Sharing specific wildlife incidents between coalition partners
 - Offer in-person classes to visitors to educate

Messaging to Visitors

- If you could create one key message for visitors to help protect wildlife in your destination, what would it be and how would you want it delivered?
 - Several groups mentioned that they were very happy with the CFC Leave No Trace Principles, in particular, Keep Wildlife Wild and Leave It As You Find It
 - CFC Monthly Messaging
 - Other key messages mentioned were Mind Your Distance, Honor and Protect It, Don't Feed Wildlife
 - Respect Wildlife Closures On The Trails
 - This is growing as an issue
 - Care for Common Sense
 - Idea: Make sure to emphasize the "Why" and use humor